

RULE 40 PLAYBOOK FOR ATHLETES

YOUR GAME PLAN FOR PERSONAL SPONSORSHIP **SUCCESS**

RULE 40—WHAT IS IT?

Rule 40 exists to **balance Team USA sponsor investments with individual athlete opportunities.**

PRE-GAMES: WARM-UP

- Your personal sponsors must fill out a PSC form (*Personal Sponsor Commitment*) before games time.
- ✗ No PSC → no posts/ads.
- You don't fill this out, but make sure your sponsors do.

SEND THIS LINK TO YOUR SPONSORS

BLACKOUT PERIOD = GAMETIME.

OLYMPICS ✗ JAN 30 – FEB 24 2026

PARALYMPICS ✗ FEB 27 – MAR 17 2026

YOUR PLAYS DURING THE BLACKOUT PERIOD

- 1 Up to 7 sponsor thank-you posts on your channels.
- 2 No use of official IP or marks like "Olympics," "Paralympics," rings, agitos, "Team USA," "Go for Gold," or Italian representation.
- 3 Keep it generic: gratitude + journey.

SPONSOR PLAYS

WITH A PSC FILED, YOUR SPONSOR CAN:

○ Repost 1 of your thank-you posts (unaltered).

○ Post 1 neutral good-luck OR congratulatory message.

✗ No Olympic/ Paralympic references allowed.

POST GAMES VICTORY LAP

Keep spotlighting your sponsors generically & sharing your story.

**WHEN IN DOUBT, LEAVE
OLYMPICS & PARALYMPICS OUT**

MORE QUESTIONS? CONTACT:

- USOPC Athlete Marketing → athlete.marketing@usopc.org
- Team USA AC → teamusa.ac@teamusa-ac.org
- Rule 40 Creative Review → rule40compliance@usopc.org
- Athlete Ombuds → ombudsman@usathlete.org

NEXT STEPS WITH YOUR SPONSOR

SEND THEM THE PSC

MORE DETAILS ON RULE 40